



Tips for Building Meaningful Connections on LinkedIn

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50 Tips for Building Meaningful Connections on LinkedIn

1. LinkedIn announced on April 12, 2014, that the Heartbleed virus is not a problem on LinkedIn, since it doesn't use the vulnerable OpenSSL.
2. Ask Twitter contacts to join you on LinkedIn, since LI is secure from the Heartbleed bug and Twitter was hit with it.
3. If you want to connect with large companies, use LinkedIn: According to 2013 metrics by Investis IQ, LinkedIn interaction accounts for 64% of visits.
4. Follow the official LinkedIn blog to be on top of changes and new features – that's how to stay connected - blog.linkedin.com
5. If you haven't already done so, try LinkedIn's Sponsored Updates for your posts. (They allow you set specific targeting!)
6. Don't annoy by sharing every LinkedIn Profile change: When editing, change "select who can see your activity feed" to "only you."
7. As of April 14, 2014, LinkedIn's deleted all "Products & Services" tabs on Company Pages and replaced them with "Showcase Pages".
8. Remember that LinkedIn allows rich media, so increase audience interest with videos (Instagram, YouTube or other platform.)
9. Entries to LinkedIn's "Showcase Pages" (replacing "Products & Services") are limited to 200 characters (including spaces).
10. Within your chosen LinkedIn Group, write your content based on actual, real-time discussions. Be responsive!
11. Decide if a direct link to your LinkedIn profile could be a good strategy for you, when creating your website "About" section.
12. When LinkedIn Group members ask LI-related questions, remember people are lazy: Check LI's "Help" section for a quick, correct answer.
13. Don't lose your trust-building "Products & Services" recommendations: Ask for a copy of these from LI Customer Support until 05-30-2014.
14. Get into the habit of using your LinkedIn Campaign Manager to check interactions on your sponsored posts.
15. LinkedIn messages: ALWAYS uncheck, "Allow recipients to see each other's names and email addresses" to protect your contacts' privacy.

16. Up to 10 Showcase Pages are allowed within your LI Company Page (replacing “Products & Services”) - but you can ask Support for more.
17. Use your keywords with LinkedIn’s search function to find Groups whose members’ interests will align with yours.
18. Really read your LinkedIn feed posts. Take note of the question types people interact with most enthusiastically and try these formats.
19. Do use quality images to draw attention to your posts on LinkedIn. Just because others don’t is precisely the reason you should do so!
20. Don’t neglect LinkedIn Company Updates: They are seen throughout your followers’ newsfeeds; not just on your Company Page.
21. Don’t just write your LinkedIn Profile and forget it: Update it regularly with new info relevant to the people you most want to connect with.
22. Remember that InMail invitations are there to help you put a toe in the water and test the temperature: Don’t start with sales links!
23. Create a focused, signature message for each product on your Showcase Page. Add an eye-catching photo that attracts the right person.
24. Don’t overuse keywords in your LinkedIn Profile: Professionals you are trying to connect with may regard it as spam and reject you.
25. Ask for LinkedIn introductions to potential clients or influencers. But always ask yourself first if the introduction will please the person you ask.
26. Remember you can drag-and-drop your LinkedIn Profile elements to different positions of prominence. Show your best assets first.
27. You can refine your targeting criteria for LinkedIn Sponsored Updates, save, and use the same criteria for every campaign, if you like.
28. Create or join LinkedIn Groups specifically related to events. Use the group to problem-solve and do follow-up networking.
29. Ask for recommendations at events rather than after (but be sure you’ve really made a connection with the person you’re asking.)
30. Increase targeting on LinkedIn by using videos for specific purposes: E.G., showcasing an event or demonstrating something useful.
31. Create a LinkedIn “Follow us” button for your [website:developer.linkedin.com](https://www.linkedin.com/company/website:developer.linkedin.com)
32. LinkedIn has over 2 million Groups. Join one related to your business industry and use it to share and be visible – and reachable.

33. When using a Sponsored Update on LinkedIn, keep your target recipient focused by making sure you only use one link per post.
34. Remember that LinkedIn is serious about professional networking: Your posts should be predominantly business focused.
35. If someone endorses you out of personal experience with your work for a skill you really want to be known for, take time to thank them.
36. Never ask for LinkedIn recommendations by offering to recommend back: That's the quickest way to make people ignore you!
37. Your LinkedIn recommendations – received and given – directly reflect on your reputation. Treat them like gold.
38. When asking for a LinkedIn connection, always include how that person knows you, where you met or what's in it for them.
39. When explaining "what's in it" for a potential connection on LinkedIn, never use trite reasoning like "I can help you build your biz".
40. To attract the right people on LinkedIn, put strong, exact keywords (no more than 2) in your LinkedIn title and summary.
41. Avoid repelling your ideal target connection on LinkedIn – be ruthless and choosy: Put professional interests before personal.
42. When searching on LinkedIn, don't just filter by groups: Include relationship, locale and industry. "Save Search" for future use.
43. Consider upgrading your LinkedIn account to paid. In addition to other advantages, InMail has a higher open rate than mail.
44. When writing a LinkedIn InMail, always make sure you give your recipient a strong incentive to reply.
45. Be direct with InMail messages and keep them short. Strip out any words or phrases that lessen impact and meaning.
46. Remember that LinkedIn works best when you combine profiles, company pages, Groups and connections with active participation.
47. Make LinkedIn mobile – it provides an App for almost every device type: [linkedin.com/mobile](https://www.linkedin.com/mobile)
48. Make some of your unique resources available to LinkedIn Group members in a special "V.I.P" section on your website.
49. Position yourself as an expert. Actively ask clients and those who have worked with you for LI endorsements ONLY on your signature skills.

50. Monitor competitors, companies, influencers and industries regularly on LinkedIn to tune in to how to better connect.

Online Marketing Resources

[Linkedinfluence](#) - The Ultimate LinkedIn Training Course

[Magic Submitter](#) - Power To Dominate Social Media And All Search Engines

[Social Business Accelerator](#) - Social Media Training & Software

[Social Marketing Tribe](#) - #1 Resource For Ongoing Social Media Training. 100+ Hours Of Training On Topics Like: Facebook, LinkedIn, Twitter, Youtube, Email / Digital Marketing

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